

Siena College Research Institute
November 17-21, 2013
631 New York State Residents
MOE +/- 3.9%

Q1. As the holiday season begins would you say you are very excited, somewhat excited, not very excited or not at all excited about the upcoming holiday season?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
Very excited	28%	23%	33%	39%	32%	19%	20%	33%	28%	24%	33%	26%	33%	34%	25%	24%	27%	28%	32%	26%	28%	40%	29%	27%	23%
Somewhat excited	44%	47%	42%	44%	45%	45%	42%	38%	50%	49%	43%	44%	45%	30%	45%	46%	39%	50%	46%	47%	40%	33%	44%	50%	48%
Not very excited	14%	16%	12%	9%	9%	21%	20%	14%	14%	14%	10%	16%	13%	17%	13%	14%	17%	8%	13%	15%	12%	16%	13%	12%	17%
Not at all excited	13%	14%	12%	8%	14%	14%	17%	16%	7%	12%	12%	13%	8%	19%	17%	14%	17%	13%	8%	12%	20%	9%	14%	11%	11%
Don't know/Refused	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%	1%	1%	1%	0%	0%	2%	1%	1%	0%	0%	0%	2%	0%	0%	1%

Q2. Compared to last year, do you plan to spend more money on holiday gifts, less money or about the same?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
More money	10%	12%	8%	11%	13%	6%	6%	14%	6%	8%	11%	9%	12%	6%	9%	10%	8%	15%	11%	7%	15%	18%	9%	12%	7%
Less money	29%	24%	33%	28%	27%	34%	25%	28%	26%	31%	30%	27%	27%	13%	33%	29%	36%	27%	18%	27%	33%	46%	30%	23%	35%
About the same	57%	62%	53%	55%	56%	57%	67%	53%	66%	58%	54%	60%	58%	80%	54%	56%	53%	57%	69%	65%	47%	29%	58%	64%	55%
Don't know/Refused	4%	2%	5%	5%	4%	3%	2%	6%	2%	3%	5%	3%	3%	1%	4%	5%	2%	1%	2%	2%	6%	8%	3%	1%	4%

Q3. Are you buying gifts for more, fewer or the same number of individuals as last year?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
More	15%	16%	14%	23%	17%	8%	9%	17%	17%	12%	19%	13%	17%	16%	15%	13%	16%	19%	12%	13%	17%	24%	14%	22%	10%
Fewer	18%	20%	16%	12%	20%	23%	16%	20%	18%	16%	16%	19%	18%	10%	19%	17%	18%	18%	17%	16%	27%	23%	18%	15%	17%
Same	65%	62%	67%	62%	61%	67%	73%	60%	64%	71%	63%	66%	64%	74%	63%	66%	65%	62%	69%	70%	52%	50%	66%	63%	72%
Don't know/Refused	2%	2%	2%	3%	2%	2%	2%	3%	1%	1%	2%	2%	1%	0%	3%	4%	1%	1%	2%	1%	3%	3%	2%	0%	1%

Q4. Per individual on your list, are you spending more money, less money or about the same as last year?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
More money	13%	15%	12%	16%	15%	9%	10%	18%	10%	9%	15%	12%	13%	17%	15%	12%	14%	15%	13%	10%	20%	17%	14%	13%	5%
Less money	23%	19%	27%	22%	26%	26%	16%	23%	20%	24%	28%	20%	24%	19%	26%	21%	31%	17%	19%	22%	28%	31%	23%	22%	26%
About the same	60%	64%	57%	59%	56%	62%	69%	53%	68%	63%	55%	63%	61%	61%	55%	61%	53%	67%	64%	65%	47%	45%	59%	63%	67%
Don't know/Refused	4%	3%	5%	3%	3%	3%	4%	5%	2%	3%	3%	5%	2%	4%	4%	6%	2%	1%	4%	3%	5%	6%	4%	1%	2%

Q5. Compared to last holiday season, would you say that you are better off, worse off or about the same regarding your personal finances?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
Better off	26%	34%	19%	40%	26%	20%	10%	30%	24%	22%	26%	26%	26%	30%	26%	24%	19%	30%	37%	22%	35%	33%	25%	28%	26%
Worse off	26%	23%	28%	19%	26%	32%	24%	24%	24%	29%	27%	25%	27%	16%	29%	22%	39%	17%	17%	29%	14%	35%	27%	23%	25%
About the same	48%	43%	52%	40%	47%	47%	66%	45%	52%	48%	46%	49%	47%	55%	43%	53%	42%	53%	46%	48%	50%	32%	48%	49%	48%
Don't know/Refused	1%	1%	1%	0%	1%	2%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	1%

Q6. **What is the total amount of money you plan to spend on gifts during this holiday season?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
\$0-\$299	28%	26%	31%	35%	19%	27%	29%	34%	23%	26%	25%	31%	22%	47%	31%	29%	48%	14%	14%	26%	34%	36%	29%	22%	22%
\$300-\$399	12%	13%	11%	17%	8%	10%	12%	13%	12%	11%	9%	14%	10%	12%	7%	22%	15%	13%	7%	11%	11%	15%	11%	8%	13%
\$400-\$499	8%	8%	9%	9%	8%	9%	7%	10%	5%	9%	9%	8%	9%	3%	9%	8%	12%	7%	6%	7%	9%	14%	12%	6%	4%
\$500-\$599	13%	12%	13%	14%	13%	13%	12%	10%	16%	14%	12%	13%	12%	11%	17%	10%	9%	20%	7%	13%	17%	19%	14%	6%	16%
\$600-\$699	5%	5%	5%	6%	5%	4%	6%	6%	4%	5%	6%	5%	5%	4%	4%	6%	4%	7%	5%	5%	6%	3%	5%	4%	10%
\$700-\$799	2%	3%	2%	2%	2%	3%	3%	2%	5%	2%	3%	2%	3%	0%	1%	3%	2%	3%	3%	2%	1%	3%	2%	3%	4%
\$800-\$899	3%	2%	3%	2%	1%	5%	3%	1%	3%	3%	2%	2%	3%	0%	3%	1%	1%	2%	5%	3%	2%	0%	2%	2%	4%
\$900-\$999	3%	2%	4%	2%	4%	3%	3%	3%	2%	3%	3%	3%	3%	0%	4%	2%	1%	5%	3%	3%	2%	0%	4%	2%	3%
\$1,000 or more	25%	29%	22%	14%	39%	26%	25%	21%	30%	27%	30%	22%	33%	24%	22%	19%	9%	29%	49%	30%	17%	10%	20%	45%	24%

** The results of this question are based only on those that answered with an amount (N=557). Margin of error for this question: +/-4.2%

Q7. What percentage of your holiday shopping do you plan to conduct online this year?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
None	33%	32%	34%	23%	18%	41%	64%	33%	33%	34%	20%	42%	34%	21%	39%	30%	45%	27%	17%	30%	43%	45%	32%	28%	33%
More than none but less than 25%	20%	18%	22%	20%	21%	21%	16%	18%	18%	24%	24%	17%	20%	23%	20%	17%	22%	21%	19%	21%	18%	15%	20%	18%	20%
25% to just under 50%	18%	18%	17%	23%	18%	16%	7%	15%	22%	18%	21%	15%	18%	14%	20%	17%	14%	23%	20%	18%	15%	17%	22%	19%	12%
50% to just under 75%	18%	21%	14%	20%	28%	13%	8%	17%	18%	17%	21%	15%	18%	24%	13%	20%	14%	17%	27%	20%	11%	14%	18%	22%	22%
75% to 100%	10%	10%	10%	13%	13%	7%	4%	13%	9%	7%	11%	9%	9%	17%	6%	13%	5%	11%	15%	9%	11%	9%	8%	12%	13%
Don't know/Refused	2%	1%	3%	1%	3%	1%	1%	3%	1%	1%	1%	2%	1%	0%	1%	3%	0%	2%	2%	1%	2%	1%	1%	1%	0%

Q8. Thinking about the gifts that you purchase for others during the holiday season, which of these two statements more closely matches your approach? [CHOICES ROTATED]																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
I try, as much as I can, to buy practical gifts, things that they need and will use more than impractical things that they may want	58%	57%	59%	51%	55%	68%	62%	54%	57%	63%	54%	60%	65%	50%	59%	49%	68%	50%	50%	58%	56%	61%	58%	57%	60%
While I may give some items that they may need like clothes, this is the time to splurge on special or memorable gifts that they want more than they need	37%	38%	36%	47%	40%	26%	28%	37%	41%	34%	43%	33%	31%	47%	34%	44%	26%	46%	47%	38%	38%	27%	37%	41%	38%
Don't know/Refused	5%	5%	6%	2%	5%	6%	9%	9%	2%	3%	3%	7%	4%	2%	7%	6%	7%	4%	3%	4%	6%	11%	5%	2%	2%

Q9. As you plan your holiday spending, do you intend to pay for all your gifts and other spending in cash or as soon as the bill arrives, or do you plan to pay off your holiday spending over a period of time that could extend well into 2014?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
Pay now	84%	85%	83%	86%	84%	84%	82%	83%	83%	87%	88%	83%	88%	92%	80%	84%	81%	86%	90%	87%	86%	81%	88%	85%	85%
Pay later	12%	12%	12%	12%	13%	11%	12%	11%	15%	11%	10%	12%	10%	5%	16%	12%	15%	12%	9%	11%	8%	14%	9%	15%	13%
Don't know/Refused	4%	2%	5%	2%	3%	4%	5%	6%	2%	1%	2%	5%	3%	2%	4%	4%	4%	3%	1%	2%	7%	5%	3%	0%	1%

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MOE +/- 3.9%

Q10. Do you plan to purchase a gift for yourself this holiday season?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/ Other
Yes	29%	29%	30%	38%	27%	28%	17%	36%	28%	22%	28%	29%	27%	25%	33%	30%	31%	27%	27%	23%	38%	42%	29%	28%	23%
No	68%	70%	66%	61%	71%	68%	77%	61%	69%	76%	69%	67%	69%	73%	64%	68%	67%	69%	70%	73%	58%	57%	66%	70%	75%
Don't know/Refused	3%	2%	4%	2%	2%	4%	6%	3%	3%	3%	3%	3%	4%	2%	3%	2%	2%	3%	3%	3%	4%	1%	4%	1%	3%

Q11. Do you normally shop on Black Friday, that is, the Friday after Thanksgiving?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/ Other
Yes	21%	19%	22%	28%	26%	17%	5%	21%	16%	23%	26%	17%	19%	18%	20%	24%	17%	27%	20%	17%	19%	22%	25%	18%	17%
No	75%	77%	73%	68%	69%	80%	92%	74%	76%	75%	69%	80%	77%	78%	76%	72%	79%	67%	80%	81%	74%	65%	70%	78%	83%
Vol: Sometimes	4%	3%	4%	4%	4%	2%	2%	3%	8%	2%	5%	2%	4%	4%	3%	3%	4%	6%	0%	2%	5%	10%	4%	3%	0%
Don't know/Refused	1%	0%	1%	0%	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	2%	2%	1%	0%	0%

Q12. Will you be shopping on the Friday after Thanksgiving this year?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/ Other
Yes	23%	23%	24%	30%	32%	18%	4%	28%	16%	23%	31%	18%	20%	15%	22%	32%	18%	34%	20%	18%	34%	28%	31%	19%	14%
No	68%	70%	67%	59%	64%	76%	84%	60%	76%	74%	63%	73%	73%	73%	69%	64%	73%	59%	77%	77%	50%	61%	62%	75%	79%
Vol: Maybe	7%	7%	7%	10%	3%	6%	7%	9%	7%	3%	4%	8%	5%	11%	7%	3%	7%	5%	3%	4%	13%	8%	5%	6%	7%
Don't know/Refused	2%	1%	3%	1%	1%	0%	4%	3%	1%	0%	1%	2%	2%	1%	2%	1%	1%	1%	0%	1%	3%	2%	2%	0%	0%

Q13. This year some large retailers have announced that they will expand the Black Friday shopping by opening on Thanksgiving. Do you think retailers should or should not be open to shoppers on Thanksgiving?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/ Other
Should	30%	34%	26%	45%	27%	20%	23%	40%	20%	24%	28%	30%	24%	29%	29%	37%	39%	28%	21%	22%	49%	39%	30%	21%	28%
Should not	64%	61%	67%	50%	70%	72%	67%	51%	77%	72%	67%	62%	72%	56%	65%	56%	55%	65%	77%	73%	46%	56%	64%	73%	69%
Don't know/Refused	6%	5%	7%	5%	3%	7%	10%	9%	3%	4%	4%	7%	3%	16%	6%	7%	6%	6%	2%	6%	5%	5%	7%	7%	3%

Q14. Will you be shopping for holiday gifts on Thanksgiving day this year at any of the retailers that are open on Thanksgiving?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/ Other
Yes	8%	8%	8%	13%	9%	6%	3%	12%	4%	6%	14%	5%	7%	14%	8%	8%	9%	11%	4%	5%	13%	15%	9%	5%	6%
No	87%	87%	87%	77%	88%	92%	96%	81%	88%	92%	82%	91%	89%	79%	88%	87%	87%	86%	94%	92%	81%	71%	87%	93%	93%
Vol: Maybe	4%	5%	4%	9%	2%	2%	0%	5%	7%	2%	4%	3%	4%	6%	2%	4%	4%	3%	3%	2%	3%	13%	3%	2%	1%
Don't know/Refused	1%	0%	1%	0%	1%	0%	2%	2%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	2%	1%	2%	0%	0%

Q15. Will you be shopping on Saturday after Thanksgiving at small, local businesses as part of Small Business Saturday?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
Yes	38%	39%	37%	40%	43%	42%	26%	40%	33%	38%	42%	35%	40%	24%	37%	39%	32%	46%	41%	35%	50%	40%	46%	35%	34%
No	44%	41%	47%	42%	43%	42%	50%	42%	46%	45%	43%	45%	42%	63%	44%	43%	52%	37%	43%	48%	29%	39%	39%	49%	48%
Vol: Maybe	16%	18%	15%	18%	13%	14%	21%	16%	19%	16%	14%	18%	16%	12%	16%	17%	15%	17%	14%	15%	20%	20%	14%	15%	16%
Don't know/Refused	2%	1%	2%	0%	2%	1%	4%	3%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%
Q16. And how about Cyber Monday, the Monday after Thanksgiving when online retailers offer specials in an effort to increase internet shopping, will you be shopping online on Cyber Monday this year?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
Yes	34%	37%	31%	45%	42%	28%	14%	38%	31%	30%	45%	27%	35%	42%	29%	35%	23%	41%	47%	33%	39%	25%	39%	37%	32%
No	53%	50%	56%	43%	47%	59%	72%	49%	49%	60%	42%	60%	52%	31%	59%	53%	67%	50%	33%	52%	53%	60%	46%	50%	58%
Vol: Maybe	12%	13%	11%	10%	10%	12%	12%	10%	19%	10%	11%	12%	11%	23%	10%	11%	8%	8%	20%	14%	6%	11%	12%	12%	10%
Don't know/Refused	2%	1%	2%	2%	1%	1%	2%	3%	1%	0%	2%	1%	2%	3%	2%	1%	2%	1%	1%	1%	2%	3%	2%	0%	0%
Q23. And thinking specifically about Thanksgiving, of the traditional Thanksgiving foods, which one would you say is your favorite? [CHOICES ROTATED]																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
Turkey	37%	42%	32%	31%	37%	41%	43%	39%	36%	34%	34%	39%	39%	34%	39%	30%	38%	40%	26%	35%	41%	42%	41%	31%	30%
Stuffing or dressing	21%	16%	26%	14%	27%	24%	21%	16%	23%	26%	20%	22%	25%	12%	19%	23%	21%	21%	27%	26%	13%	5%	23%	28%	23%
Apple pie	10%	12%	8%	13%	12%	6%	4%	12%	9%	7%	15%	6%	11%	12%	11%	6%	10%	10%	7%	9%	12%	16%	8%	9%	5%
Pumpkin pie	10%	9%	11%	15%	6%	10%	10%	12%	8%	10%	10%	10%	7%	9%	9%	17%	10%	12%	9%	10%	12%	13%	9%	13%	14%
Sweet potatoes	10%	9%	12%	10%	12%	10%	10%	10%	12%	10%	11%	10%	8%	14%	12%	10%	8%	11%	17%	8%	17%	13%	10%	11%	15%
Mashed potatoes	8%	8%	8%	12%	7%	4%	5%	5%	10%	9%	8%	8%	8%	5%	6%	10%	8%	5%	9%	7%	4%	9%	6%	4%	10%
Vol: Other	1%	1%	1%	1%	0%	2%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	0%
Don't know/Refused	3%	3%	3%	4%	0%	2%	6%	4%	2%	2%	3%	3%	1%	13%	3%	2%	5%	1%	2%	3%	2%	0%	3%	2%	2%
Q24. Do you think you will gain weight during this holiday season, lose weight or remain at about the same weight as you are now?																									
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/Other
Gain weight	24%	24%	24%	20%	27%	29%	19%	25%	25%	22%	24%	24%	31%	23%	24%	15%	20%	25%	30%	22%	26%	30%	22%	33%	25%
Lose weight	5%	5%	5%	10%	3%	4%	2%	5%	5%	6%	3%	6%	3%	3%	8%	4%	9%	3%	1%	5%	5%	5%	3%	6%	4%
Remain about the same weight	70%	69%	71%	70%	69%	67%	76%	70%	67%	72%	72%	69%	64%	73%	67%	81%	70%	72%	69%	72%	69%	64%	74%	61%	71%
Don't know/Refused	1%	1%	1%	0%	1%	0%	2%	1%	3%	0%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%

Siena College Research Institute
 November 17-21, 2013
 631 New York State Residents
 MOE +/- 3.9%

Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	36%
Jewish	8%
Protestant	28%
Other	26%
Age	
18 to 34	30%
35 to 49	26%
50 to 64	24%
65 and older	17%
Children in Household	
Yes	39%
No	60%
Income	
Less than \$50,000	33%
\$50,000 - \$100,000	28%
\$100,000 or more	23%
Gender	
Male	48%
Female	52%
Ethnicity	
White	63%
African American/Black	19%
Latino	12%
Party (Among Registered Voters)	
Democrat	47%
Republican	22%
Independent/Other	24%